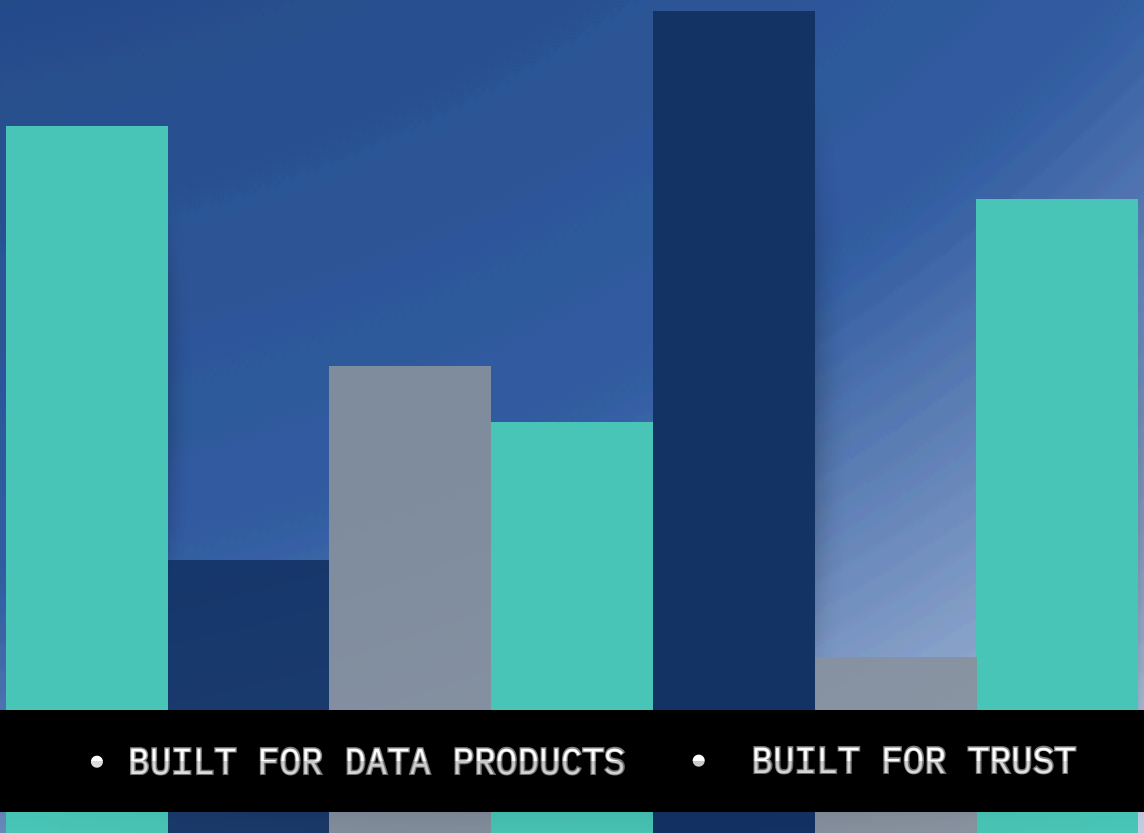
RightData

Getting Started with Data Products

From Trusted Data to Self-Service Products, Fast



• BUILT FOR DATA PRODUCTS • BUILT FOR TRUST

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Data practitioners are now at the point where they need data to start pulling its weight.

Considering the cost of storage, processing, and most of all - querying, managing data as just assets simply won't do anymore. A "data asset" isn't valuable unless it becomes information; at rest, it has no value.

Enter the data product, an actionable approach that turns as assets into information, with all the elements of trust, management, metadata, and access built in.

Data product creation and use is transforming the very nature of infrastructure today, because it saves time and money but also enables data to be used quickly for decisions and learning.

More data & data tools, doesn't mean better results!



Merely having data doesn't solve anything. Without some way to unlock its value, your data becomes just another asset to manage. Many companies have begun deploying data tools to make their data usable, which has led the global data preparation tools market size to expand at a compound annual growth rate (CAGR) of 18.6% from 2021 to 2028.

There are thousands of data tools available on the market, and the average company uses an average of 15 tools in their stack. You would think that this sophisticated tooling means that businesses are getting greater value from their data, but if the data is trapped in systems that don't maximize its potential, then data is back to being a burdensome and costly asset. As a result, a whopping 73% of available data is wasted and left unused.

THE PROBLEM

Data tools can be limiting

First and foremost, most tools available today are point solutions, which may be well-suited for performing singular functions such as ETL or cataloguing data. The majority of these tools lack the ability to perform multiple functions, so companies tend to individually add on to their stack as performance needs increase. This problem has grown worse as more and more data tools, and ultra-specialized tools at that, are released into the market. Now, even small companies find themselves using countless tools to handle their data, dramatically increasing the complexity of data workflow and making it difficult to get a comprehensive and accurate dataset. In addition, this also requires someone on the team to manage the integration of the stack altogether.

Second, many data tools in the mix means that it's difficult for users to find data, especially if they're new data users in a company. Users don't know which tool to use to find certain data, there's little indication of whether it's the right or most up-to-date data, and it's difficult to tell if data from a certain tool is even appropriate for their given need. And as companies continue to add on more and more tools; nesting an ever-increasing number of data tools together, it becomes exponentially more challenging to hunt down the right information.

Third, using a suite of disparate data tools means that each tool has its own protocols and its own data quality levels. Consequently, users don't know if data is accurate or if another tool is creating a different look of accuracy.

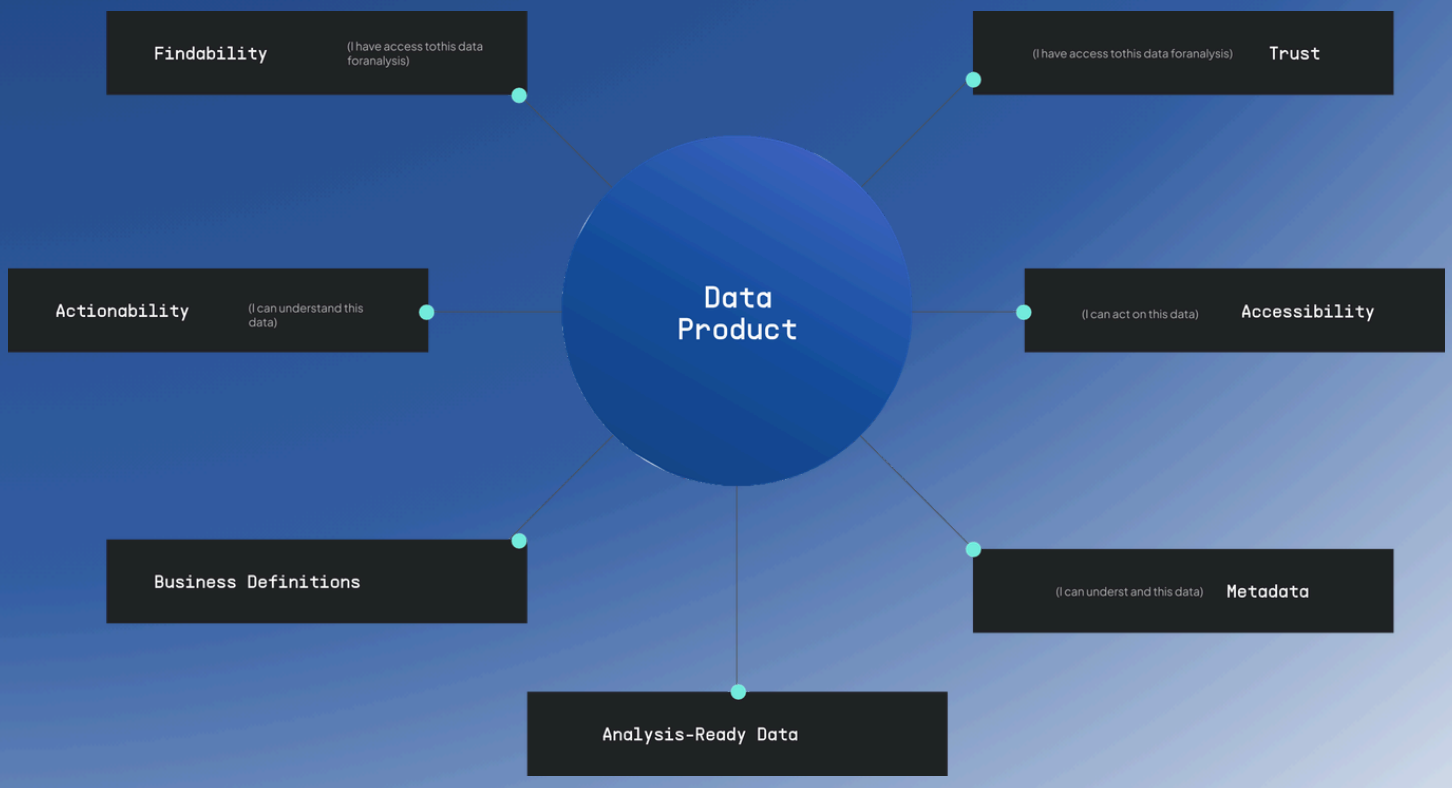
Finally, at their core, data tools are designed for use by data professionals working with data, not for the average user. They are often used by data analysts or data scientists to manipulate data in order to gain insights or create reports, and they may require coding knowledge for proper experience using data tools for data cleansing, data transformation, data visualization, and data analysis. While this is fine when only data professionals are using data tools, it makes it difficult to achieve more widespread adoption by others in an organization, which in turn results in lower ROI.

THE SOLUTION

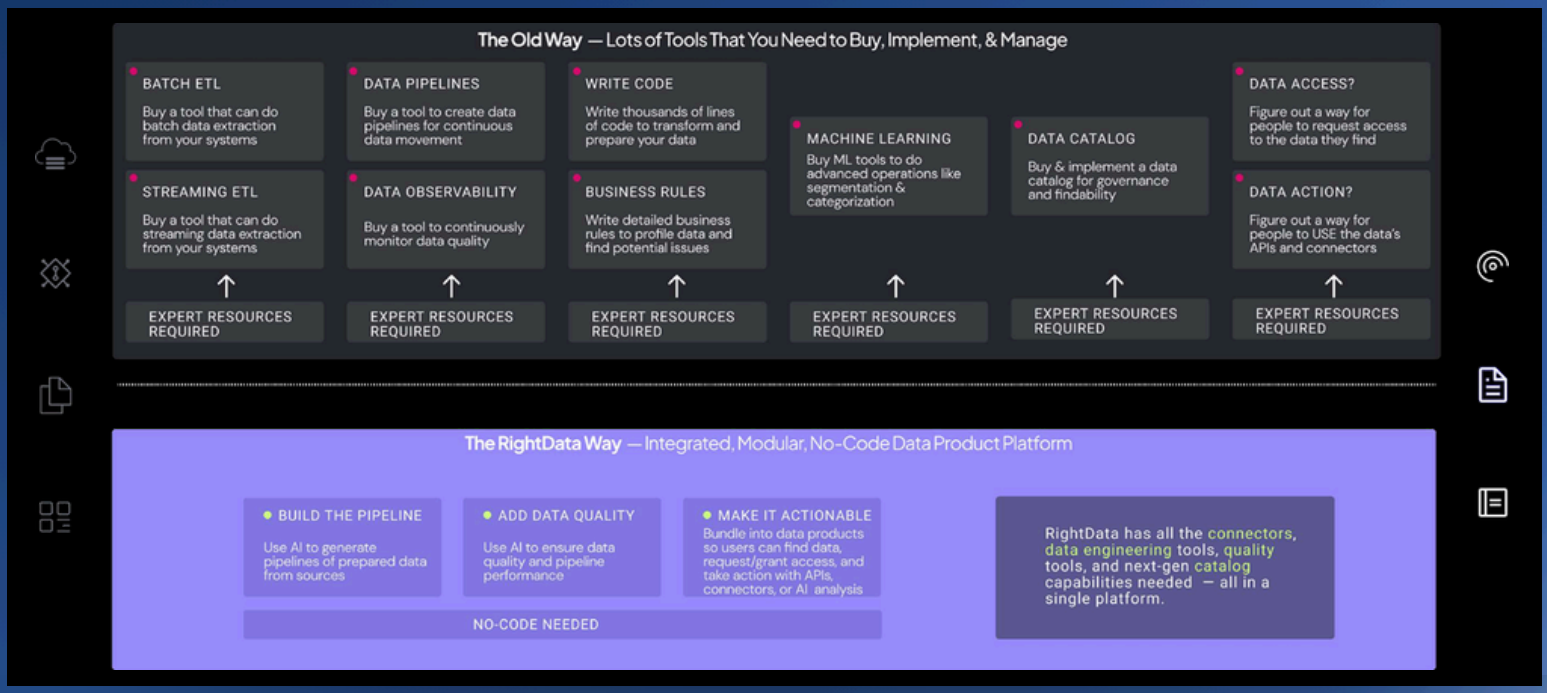
Data Products fill in the Gaps

Faced with these compounding issues and increasing complexity, organizations can struggle to find solutions, and that's where data products come in. A data product takes data from disparate primary source and bring them together to make data searchable, findable, accessible, and useable by an average business user.

While data products can take many forms, such as software applications or online platforms, the key attribute is that they help transform distributed raw data into valuable information, knowledge, or actionable insights for users.



Data Products take you from "Analysis-ready data" to "Business-ready data"



Where most data tools on the market are designed to perform one or two functions of a data product, a data product is a more comprehensive set of parameters utilizing core elements of metadata, trust, and access to yield greater value for users. They enable organizations to better understand and leverage the data they collect, helping to reveal deeper insights into customer behavior, market trends, and business performance.

This, in turn, can help organizations make more informed choices, improve operational efficiency, and drive growth. In short, without a great data product, your decisions can't be trusted.

Access to the data is just not permission-based; it also revolves around usability to all data users as well. Another key difference is that data products are typically user-friendly, with intuitive interfaces and visual-based data pipeline design that enable users to explore data and gain insights without specialized technical skills.

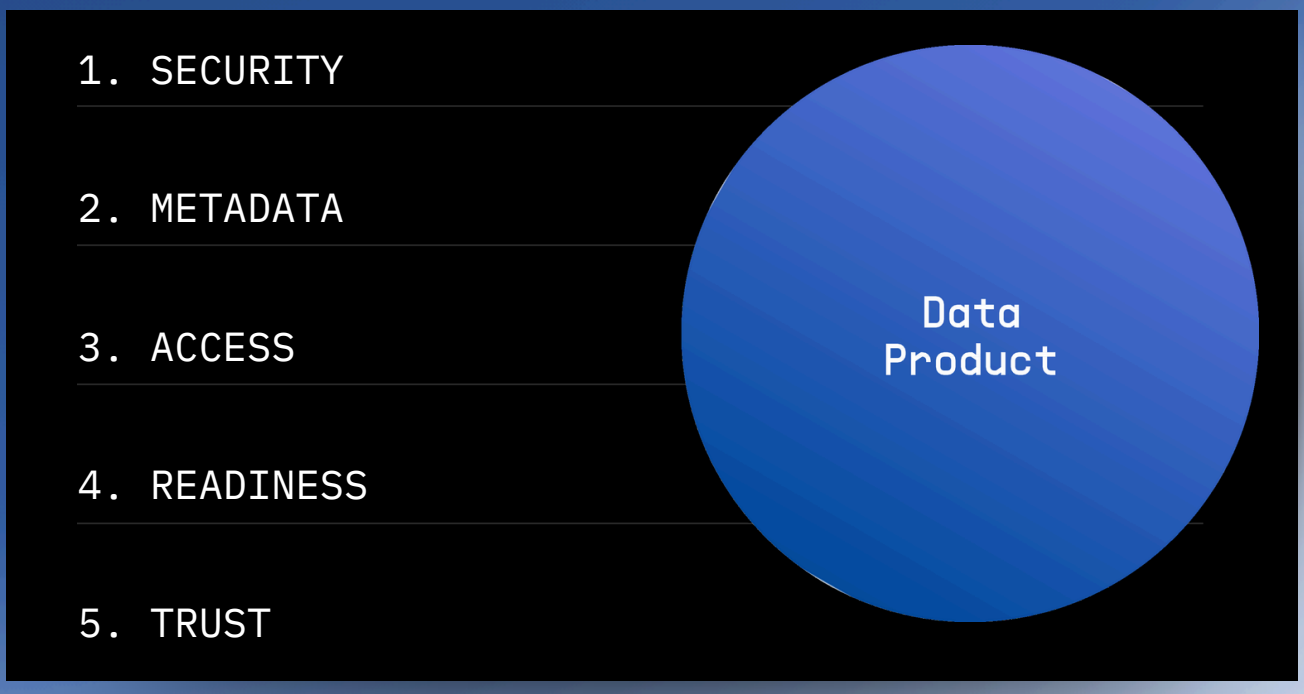
As a result, data products are more likely to be used by a greater number of people within an organization, resulting in better decision-making across the board and increased ROI.

Five factors to keep in mind when evaluating Data Products

For those interested in using data tools that are data product-centric, the process can seem daunting. There are plenty tools that promote data products out there, so how do you determine which option is right for you?

The right data tool to create actionable data products produces analysis-ready data from raw data.

This is done through a foundation of using trust in the data, glossaries and data definitions, metadata (both active and passive), findability, accessibility, and actionability. One way to keep these factors in mind when considering the data platform that creates the best data products is to remember the acronym: **SMART**.



Security is a critical aspect of any data product

Data products typically handle large amounts of sensitive data, including personal information, financial data, and business intelligence. Without cyber protection (such as NIST) and privacy security (such as GDPR and CCPA), data products can be vulnerable to cybercrime that targets products as they are managed, moved, and stored. Therefore, it's important to ensure that data products are designed with security in mind from the very beginning.

Data security is especially critical and often a key concern for companies who are determining if they should switch from existing tools that have already been vetted. As you're evaluating a data product, here are some key questions to ask to ensure the offering is secure enough for your data.

What data protections are included with this product?
Any data products you're considering should include authentication and access controls, tokenization, and data masking to further secure sensitive data and ensure compliance. This can involve role-based authentication, encryption, and access auditing that makes records for additional security.

How long is my data kept if I use this product?
Some data products can employ data masking techniques such as tokenization, anonymization, and data obfuscation to obscure sensitive data and further protect it from unauthorized access.

What data protection regulations does this product comply with?
Compliance for data products include GDPR, CCPA, DPDP and HIPAA for data that requires a specific regime of protection. Be sure to verify that this is possible through a given data product.

Does this product have any additional features in place to protect especially sensitive data?
Some data products can employ data masking techniques such as tokenization, anonymization, and data obfuscation to obscure sensitive data and further protect it from unauthorized access.

What kind of regular security testing is done?
Any security solution for data products should be regularly tested and updated as new threats and vulnerabilities emerge. It is wise to check the vendor for security updates. If the data product you're interested in is subjected to frequent security vulnerability testing, penetration testing, vulnerability scanning, and log monitoring.

Because security is a top priority for nearly every company, a data product should feature strong security measures to protect sensitive data, minimize the risk of security incidents, and build trust with users.

Data Products include both Active and Passive Metadata detailing

Data products include both active and passive metadata detailing who created the data, when it was created, field types and names, and other relevant information. This metadata aids in understanding the data's context, purpose, and applicability, making it easier for businesses to use it effectively.

What kind of metadata is available through this product?
Confirm that the data product you're considering features both active and passive metadata, as both are useful. Passive metadata is most commonly used and includes the field, business description, glossary details, or domain data. Active metadata provides greater context and a more well-rounded view of the data by providing information on the freshness of the dataset, how frequently it's updated, and other factors that are necessary to help business users select the best dataset for their needs.

Are both data cataloguing and metadata management integrated?
Historically, data cataloguing and metadata management have been disconnected, which has forced users to go to separate locations to find the data and then access the descriptive information to understand and verify what that data contains. When considering a data product, ensure that both of these capabilities are integrated into a single product to increase ease of use for higher adoption rates.

As you're evaluating a data product, here are some key questions to ask to give you a more complete understanding of its metadata capabilities.

How will users need to be educated on proper search processes?
This will vary by data product, as some data products may require users to have some level of data expertise to successfully search for data, which may turn require training if users are general business users. Other data products feature much more intuitive search capabilities that enable users to find data by simply typing in business terms that they already use.

What additional insights into the data are provided by the metadata?
In our personal lives, many of us have grown accustomed to "Amazon-like" experiences for finding products. Some data products can replicate this experience by integrating a crowdsourced rating system that displays user ratings and customer counts to reveal how popular a given dataset is, as well as how accurate and useful it is.

By providing additional context and information about the data being analyzed, metadata can help users better understand the data and gain deeper insights into it.

Data Products facilitate Data Discovery and Access

Via JDBC and REST APIs for external integration, ensuring that the right data is available to the right people at the right time. This enables businesses to take informed actions based on their data, driving better outcomes and fostering a data-driven culture.

How quickly can I gain access to data?
Ease of access to data is one of the biggest issues for today's data users. Ideally, the data product your organization is evaluating should be able to provide access at the individual and group level and include the credentials and information they need to get started using it.

Who controls access to the data products?
Different data products will have different access controls built in, but ideally, each comes with role-based hierarchy and domains that includes which individuals can access the data. Some data products may require users to request access to data, but the best implementations will have streamlined and automatic processes so requests are approved quickly and users can start working with data as soon as possible.

As you're evaluating a data product, here are some key questions to ask to ensure that its access capabilities meet your organization's needs.

What does provisioning look like with this data product?
Data products should support data classification to determine which datasets can be automatically accessed or requires access provisioning. Access needs to be provisioned in an accelerated fashion for cloud and cross-cloud use cases/models. For instance, a connection manager from Salesforce should be able to access the necessary data profiles for audit automatically and provision through full SSO, so users have access and credentials to the data product platform.

What kind of API enablement does this data product feature?
Data products should have API enablement around the data. Rather than building custom code, product APIs for every workflow assure the right data is shared with all that it approaches around the dataset itself. A data product should also support JDBC access.

By providing tools and mechanisms for data discovery and access, data products can help organizations unlock the value of their data and make it more accessible to users across the organization. This can help drive insights, improve decision-making, and enable more efficient and effective business processes.

Data Products facilitate Data Discovery and Access

Data products deliver datasets that are ready for analysis, with high-quality, well–organized, and well documented data that facilitates decision making and enables engineers to deliver the necessary data to consumers in a timely and efficient manner.

What kind of data is required to ensure successful use of this data product?
Data products should be created on top of cleansed data. For successful implementation, an organization will need to take its raw or distributed data and bring it together into a dataset that's ready for consumption with all the data attributes ready for analysis, no enrichment required.

What does the process of getting my data ready for a data product look like?
Ideally, the data product provider will work with an organization to take the raw data and make it analysis–ready, providing a trust layer on top of it, then a data market so you can convert that into data products and make it into a findable market. Ask whether this is part of the provider's offering or whether your organization will need to handle this on its own.

Data Products facilitate Data Discovery and Access

Data-driven decision-making relies on accurate and reliable data. Data products promote trust by implementing data quality automated software, providing strong data lineage, and establishing data governance policies.

This is crucial for data engineers working on data pipelines, as the accuracy of the data they work with directly impacts the success of their projects.

How is data lineage tracked?
Providing information on data lineage gives users confidence that the data they're using is correct and auditable. Confirm that the data product's metadata features fields that define the data's original source, specifying how many transformations the data has been through already, whether the data has been audited, who the owner is, and quality metrics, among others.

How are errors or quality issues within a data product addressed?
If the data is incorrect, a data product needs to have a built-in way to let the data owner know. With a notification system integrated within the platform itself, a data product can help remove barriers to addressing errors quickly.
Automated systems and workflows also make it easier for users to immediately alert owners of errors or failures so they can be repaired.

What kind of quality metrics will we be able to use?
Every data product needs to have a data quality metrics and historical data quality metrics. Whatever data product is being evaluated, it should feature a rating system for data trust and the base number of users who have rated it. Providing this kind of transparency into the quality of the data product helps users to trust and rely on the product.
For example, an end-user may be looking to purchase a product based on ratings, and will find a 4.5-star rating highly attractive to use versus a 3.7 product with low ratings. Providing this insight into the product's data and performance enables users to feel confident when relying on data.

Overall, data products can promote trust by providing transparency, consistency, security, strong data governance, and feedback and collaboration mechanisms. By promoting these qualities, users can have greater confidence in the data being analyzed and the insights being derived from it.

Best Practices for moving to a Data Product-Centric Platform

Moving to a new system that creates actionable data products can feel overwhelming, especially when an organization faces continuing legacy operations with older tools in place. However, following some best practices can help make the transition smoother and more successful, resulting in faster adoption rates and a more seamless experience for users.

First, as you begin reviewing possible data products, make sure that all of the necessary stakeholders are involved in the evaluation and decision-making processes from the start. This is proven to work at the company level with data analysts, IT professionals responsible for product implementation and technical support, C-suite members like a Chief Data Officer, and other end users. As you set the timeline for adoption, make sure to develop a comprehensive transition plan, with details like timelines, internal milestones, and roles and responsibilities.

Once you're up and running with your new data product, make sure that users are given ample training and support as they transition from their old data tools alongside new ones. Many data product companies include free training resources for users, giving them the confidence needed to adopt and work with an unfamiliar product. One of the biggest drivers of adoption is the convenience and ease that a user-friendly interface provides for data products for teams that are not technically trained. These net-new users will need to be brought up to speed at those details. The last step of this process is to document how data products can be used in general.

By following these best practices, organizations can successfully transition from multiple data tools to a single data product, enabling them to streamline their data analysis and gain deeper insights into their data.

Data Products are the Future!

The future of business-ready data lies in the adoption of a data product mindset for actionable data. Rather than forcing users to sift through multiple databases and hundreds of data tables, the data platform allows data management and access.
With a single platform for the integration of data and compliance, companies can access more efficient insights and actions. Organizations can access their data more reliably, unify their data streams, streamline their suite of tools, and simplify the experience for all users.

ABOUT RIGHTDATA

RightData is a no-code high-performance data product platform powered by AI

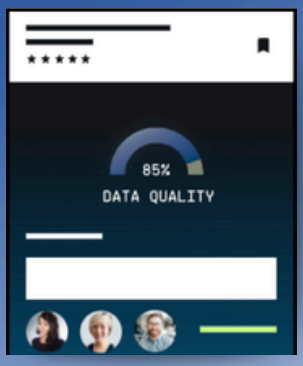
Data ingestion, streaming, cleansing, transforming, analyzing, wrangling and machine learning modeling. Designed to completely replace an ad-hoc assembly of disparate data point solutions, RightData is a single solution that enables users to easily build, deploy, and manage trusted data products.

NO-CODE DATA FACTORY

No-code, works together, visual, SS RightData

ACTIONABLE DATA MARKET

Open-Source software, processing engines, performance



RightData

Ready to get started with Data Products?

Discover how **RightData**'s AI-native platform can ensure democratization, reliability, and accessibility of your data.

Contact us today for a **personalized demonstration** of RightData's Platform.



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